



2022 Sponsorship Opportunities

About Leander Liberty Fest

The City of Leander has been hosting Liberty Fest for over 15 years and has grown tremendously in that time. This annual 4th of July event is the largest community event that the City of Leander and the Parks and Recreation Department has the opportunity to host for its citizens. We're excited to bring Liberty Fest back to Lakewood Park!

- 10,000+ people in attendance
- Live music by headlining artists – to be revealed on May 5th
- Amazing fireworks display
- Free parking and convenient shuttle service
- Vendors by local non-profit groups and businesses
- Activities and games for the whole family

Event Marketing

- Paid ads in the Leander, Cedar Park, and Georgetown Community Impact - June Edition (Estimated reach: 200,000+ households)
- Print flyers posted in all Parks and City Kiosks
- Digital flyer posted on event site and external event postings
- Event webpage on City of Leander website
- Leander PARC email marketing

Marketing Benefits

	Participating \$500 to \$900	Patriot \$1,000	Independence \$2,500	Stars & Stripes \$5,000	Grand Finale \$10,000	Fireworks Title \$25,000
Company Banner Displayed on Event Site Prior to Event					X	X
Company Name/Logo on all Ads and Flyers		X (SM)	X (MD)	X (LG)	X (LG)	X (XL)
Link to Company's Website from Event Website	X	X	X	X	X	X
Name/Logo Recognition in Email Marketing	X (SM)	X (SM)	X (MD)	X (LG)	X (LG)	X (XL)
"Sponsor Spotlight" on Social Media			X	X	XX	XX
Name/Logo Recognition in Bi-Annual Leander Play Program Guide			X	X	XX	XX
Naming Rights to the Fireworks Show						X

Event Day Benefits

	Participating \$500 to \$900	Patriot \$1,000	Independence \$2,500	Stars & Stripes \$5,000	Grand Finale \$10,000	Fireworks Title \$25,000
Display of Company Banner at Event Site		X	X	XX	XX	XX
PA Recognition	X	X	XX	XX	XXX	XXXX
Vendor Space for Distribution	X	X	X	XX	XX	XX
Name/Logo on Event Banner/Stage Banner					X	X
Meet and Greet with Headlining Artist at Event					X	X
VIP Parking and Access					X	X

In-Kind Donations of Products or Services

Bottled Water for Event Staff (2000 16oz Bottles)

Port-a-Johns

Light Towers

Large Generator for Stage (100KW capacity – Towable)

Generators for Fun Zone (3-33 KW capacity)

Site preparation supplies (T-Posts, temporary fencing, orange fencing, event barricades)

Hotel Rooms for the Musical Performer (4 rooms for 1 night)

Small hand held American Flags for distribution at events

Advertisements

Event Signage

Exclusive Pouring Rights at Event Bars

Custom sponsorship packages may be assessed to match the value of the donation. Sponsorships may be a combination of in-kind donations and monetary sponsorship in which the combination creates the value of the sponsorship package.

If you are interested in being a part of our celebration, please contact Leah Anderson, Parks and Recreation Manager to discuss sponsorship packages and benefits at landerson@leandertx.gov or 512-534-7096.